

# THE OVERSEAS PRESS BULLETIN

WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA

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April 4, 1964

## NAME OPC AWARD WINNERS FOR SILVER JUBILEE FETE



IT'S OPC WEEK: President Barrett McGurn receives Mayor Wagner's proclamation declaring April 5-11 as Overseas Press Club Week, from City Council President Paul Screvane. Turner Catledge, Silver Jubilee Awards Dinner co-chairman, is at left. Proclamation honors the OPC's 25th Anniversary.

## A 'Good Evening' For Raymond Swing

By AL PETERSON

The most stellar crowd of newsmen ever to gather in the new Clubhouse joined together on March 24 with one common purpose: to pay homage to reporter-author-commentator Raymond Swing on his 77th birthday and the publication of his autobiography, "Good Evening."

Appearing 15 years younger and with a voice as firm and precise as when he made his famous World War II broadcasts, Swing told a capacity audience that "the importance of communications has changed more than anything else in our world — except for the tools of destruction."

Underlining how close the world's peoples have become through modern techniques, he put prime value on newsmen and interpreters of events. "If communications does not do its job," he said, "there is no hope for mankind."

Accompanied by his wife, Meisung, Swing was flanked at the speaker's table by men who have known him during his 58 years in journalism.

(Cont'd on page 6)



OLD FRIENDS: Columnist Walter Lippmann (left) turned out to honor Raymond Swing on the veteran commentator's 77th birthday last week.

## APRIL 7th DINNER TO HEAR ACCOLADES

Winners of the 1963 OPC Awards were announced Friday by the Club. Honored for excellence in foreign reporting during 1963, they will receive their awards Tuesday night at the Silver Jubilee Awards Dinner, at which Secretary of State Dean Rusk's foreign policy speech is expected to be a major news-making event.

Laura Bergquist, senior editor of *Look*, became the second person to win two of the awards in one year, with honors for "best magazine reporting of foreign affairs" and the "best article or report on Latin America." (Previous double-winner was Homer Bigart in 1952.)

Richard Tregaskis, author of "Viet Nam Diary," was named winner of the George Polk award and also was given a citation for the "best book on foreign affairs."

John Tiffin and Jean Reitberger, of CBS, also won an award and citation for their television report, "Ethiopia — the Lion and the Cross." Their award was for "the best motion picture reporting from abroad," and they were judged runners up for "best television interpretation of foreign affairs."

The awards lineup includes:

Best daily newspaper or wire service reporting from abroad: *Malcolm Browne*, AP, for his stories from Viet Nam. Citation to Ward Cannel, NEA, for coverage of Africa.

Best radio reporting from abroad: George Clay, NBC, for war reporting from the Congo.

Best television reporting from abroad: *Peter Kalischer*, CBS, for program on Viet Nam, "Death of a Regime." Citation to ABC-TV for its "Soviet Woman."

(Cont'd on page 5)



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## WORLD-WIDE TICKER

Edited by JERRY KRISKA

### WASHINGTON . . .

from JESSIE STEARNS

May Craig's March 9th column, "Decline & Fall of the Republic," in the Portland (Me.) Press-Herald, was reprinted in U.S. News & World Report, Human Events, and Congressional Record. She is positively shattered by mail, which she bucks along the Press-Herald for replies.

Esther van Wagoner Tufty got Distinguished Service Award for '63 from President's Committee on Employment of the Handicapped. She's first reporter to get it . . . Audrey Stevenson is now writing for Washington Post's promotion department.

Rep. John Moss (D-Calif.) received National Editorial Association's 1st award of merit because of his "continued and outstanding support of freedom of information . . . Merriman Smith, UPI White House correspondent, was honored by Thirty Club for coverage of President Kennedy's assassination. The second award for news photography went to Wellner Streets, Washington Daily News. Club is composed of former editorial employes of the old Washington Times-Herald and International News Service.

### SAN FRANCISCO. . . from J. Q. RIZNIK

After 13-year dalliance, Press Club of San Francisco has resumed its maiden name. The 3,500-member club has voted to revise the Press & Union League Club name, which it assumed in 1951, when it moved Press Club h.q. to merge with Union League Club at 555 Post Street. Its formal name will be Press

Club of San Francisco, but popular usage will be Press Club.

SFPC directors have also just announced that members have exchange privileges with 65 affiliated clubs worldwide, including OPC. Among 22 reciprocating non-press clubs are Columbia U. Club, Downtown Athletic Club, Coral Casino Beach & Cabana, 21 Room and City Tattersall's Club. SFPC officers expect a slew of members may latch onto OPC hospitality during NY Fairtime.

### BONN. . . . . from RUSS BRALEY

Chicago Trib's Larry Rue, who invented foreign corresponding in Egypt in 1919, was a victim of testimonial dinner here. Host was LA Times' Sterling Slappey, with Chicago Daily News' Dave Nichol as end man. Among attending newshawks were Carl Hartman, AP; Jim Bell, Time; Chela Olsen standing in for NY Times' Art Olsen; plus wives and assorted civilians.

(Cont'd on page 6)

## Singer Josephine Baker To Make Wed. Appearance

Entertainer Josephine Baker will be guest at this Wednesday's Luncheon at 12:30 p.m.

The internationally renowned singer and dancer opened in a return engagement of her revue, "Josephine Baker and her Company", at the Henry Miller Theater last week.

Though Miss Baker is a St. Louis, Mo., native, she achieved her greatest fame in France. She has headlined acts in Paris top nightclubs for years, including the famous Folies Bergere. She is now French citizen.

## KING HUSSEIN'S TRIP TO INCLUDE OPC STOP

King Hussein of Jordan will be guest at a special OPC luncheon in the Club Dining Room on Friday, April 24. The King will be in the U.S. on an official visit.

Next week's Bulletin will give details of the event, but reservations will be taken now up to the limited seating capacity.

### LAST CALL FOR TICKETS

A sellout is expected (and hoped for) on the Silver Jubilee Awards Dinner with Dean Rusk next Thursday.

Ticket sales, for remaining seats, have been moved to the Americana Hotel's Buckingham Suite. Reservations may be made with Ticket Committee members at LT 1-1000, Ext. 5201 or 5202. Admission cost is \$15 each for a member and one guest and \$35 for all others.

Besides Rusk's speech, highlights of the evening will be unveiling of the new Dateline (published this year by Time and featuring an out-of-this world cover by famous artist Artzybasheff), a special film event and talk by Bob Considine, and dancing to the music of Ben Cutler's orchestra.





## Calendar

NOTICE: All reservations will be charged to members' accounts unless cancelled in writing 24 hours prior to function.

(Tapes of the Wednesday Luncheons are broadcast regularly at 5 p.m. over WNYC.)

**Tues., April 7 - Annual Dinner, with Secretary of State Dean Rusk, speaker. Americana Hotel's Imperial Ballroom. Cocktails, 6:30 p.m. dinner 7:30 p.m.**

**Wed., April 8 - Wednesday Luncheon, with entertainer Josephine Baker. 12:30 p.m. \$3.**

**Tues., April 14 - Book Night, "Power at the Pentagon" with author Jack Raymond, Pentagon correspondent, N.Y. Times Panel discussion. Cocktails, 6:30 p.m., dinner, 7:30 p.m., program 8:30 p.m.**

**Tues., April 14 - OPC Luncheon for Sir Alec Guinness, star of "Dylan". 12:30 p.m. \$4.50.**

**Fri., April 24 - Luncheon, with Jordan's King Hussein. 12:30 p.m. \$3.**

## SIR ALEC GUINNESS DUE FOR APRIL 14 OPC TALK

Sir Alec Guinness, the actor, will be guest at an OPC Luncheon on Tuesday April 14.

This replaces the usual Wednesday Luncheon for that week; the schedule

was changed to accommodate Sir Alec, who will be making his matinee for the current Broadway hit, "Dylan", in which he portrays Welsh poet Dylan Thomas.

Sir Alec's 30-year career has covered both Shakespearean stage roles and a variety of film characterizations. He is perhaps best known by American audiences for his performance in "The Bridge on the River Kwai," for which he won an Academy Award. Other films in which he has appeared include "Lawrence of Arabia", "Man in the White Suit", "The Captain's Paradise", "Lavender Hill Mob" "The Horse's Mouth", and "Our Man in Havana."

He has played a full range of Shakespearean roles as a member of the Old Vic and John Gilbert repertory companies.

Reservations are being taken for the luncheon, at 12:30 p.m. Cost is \$4.50.



## U.S. Proposals at Geneva Arms Talks Called "Most Promising" by Foster

An optimistic William C. Foster described this year's American disarmament proposals at Geneva as "the most forward looking, boldest and most promising that have ever been put forward at any discussion looking toward disarmament."

Foster, who was speaking at an OPC Press Luncheon, is head of the U.S. Arms Control and Disarmament Agency and had just returned from disarmament meetings in Geneva.

His optimism was not tempered by a lack of Russian reaction to the U.S. proposals.

"It would be a lot to expect that the Soviet Union would respond in just six weeks," he noted.

Starting point of the U.S. plan would be a freeze on production of nuclear weapons which Foster described as "true disarmament, at least in a potential sense."

"U.S. missiles have tripled in just two years and in another two years will be 7½ times those of March 1962. One must start by stopping before one can reduce."

Foster feels that "both sides agree that a general nuclear war is intolerable. Since we want the same kind of thing in the sense of cutting down the cost and the threat of the arms race, I think we



Foster

have a common interest... Of course, I wouldn't be in this business if I weren't an optimist."

The U.S. disarmament head also stressed to OPCers that his group no longer puts forward "intuitive proposals."

"I can assure you that any proposal my agency puts before the conference at Geneva has been put through the most arduous" checks with the AEC, CIA, Defense Dept., State Dept., etc.

In answer to questions from the floor, Foster noted that the recent Polish proposal for an arms freeze in Europe "would obviously have a much greater effect on our Allies than on us."



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# Overseas Press Club: From a 'Rocky' Start in '39 To a Million-Dollar Building 25 Years Later

by ELLIOTT BERNSTEIN

In the past twelve months, The Overseas Press Club communicated with 17 foreign governments to protect the rights of newsmen, lent its platform to two kings, one prime minister and one Dragon Lady, and admitted about 300 new members. It was a nearly typical year.

What this small selection of activities serves to point up is the OPC's continued concern with the ideals of journalism, its ever-increasing role as a newsmaking organization, and the boom in membership that is expected to swell the number to 3,700 on completion of the current drive.

As old-timers of the Club remember, however, it was not always such a large and glittering enterprise. Those who recall our beginnings 25 years ago know we started small and poor, a Horatio Alger start, if there ever was one.

On a day in March, 1939, a handful of repatriated foreign correspondents huddled in Rocky's Bar at Sixth Avenue and Ninth Street in Greenwich Village (now the site of a "twist" parlor) and decided to form a club. They wanted a friendly place where they could meet with colleagues, talk shop and enjoy some creature comforts. After the enlistment of others, 42 men and women

assembled to endorse the idea in the fabled Algonquin Hotel. A week later, on Easter Sunday, April 9, the Overseas Press Club of America was born.

## The Founding Officers

Among those attending the birth were: Wythe Williams, founding president; Samuel Dashiell, the first vice-president; *Charles Ferlin*, elected secretary; *Irene Kuhn* and *Eugene Lyons* our second president, who drafted the constitution; and *Hal Lehrman*.

Our first home was in a windowless — and rentless — sitting room with adjoining office in the mezzanine of the Hotel Gladstone on East Fifty-Second Street. In the dining room of this hotel began the Wednesday luncheons with stellar guest speakers that made the headlines many weeks.

Membership soared to 300 in a few months as the spread of war in Europe and Asia shifted many correspondents back to the States.

Before long, the first of many moves became necessary, and we next took up quarters in the swank Belmont-Plaza Hotel on Lexington Avenue. The office space there was not much less crowded, but the dining room was more commodious and was regularly filled to capacity. At the third Annual Dinner of the Club, Russian Ambassador Litvinov chose the occasion to voice Stalin's demand for a second front. We also made the headlines when we bounced several pro-Nazi members. Honorary membership was extended during this time to President Roosevelt, former President Hoover and Secretary of State Cordell Hull.

Guiding the Club through this feverish period were *Burnet Hershey*, third president, who has since become our unofficial historian, and *Lowell Thomas*, fourth president, who led the OPC to its next watering-spot, the Lotus Club on West Fifty-Seventh Street. There we stayed from 1943 through 1947 — through the last years of the war, the founding of the United Nations and the hectic post-war period. One of the principal OPC achievements during this time was the establishment of the Correspondents Fund in 1943 under president Lucian S.

Kirtland to help those deserving journalists "who have served the American press, radio, newsreels, and allied American services of public information in foreign lands. . ." Since its incorporation, this philanthropic fund has been used for hundreds of grants totalling many thousands of dollars.

## Times Tower & Town Hall

Following the administrations of Wythe Williams and the two terms of W.W. Chaplin, the Club grew to some 600 strong, necessitating still another move, this time to the New York Times Tower, where we occupied a three-room suite.

*Bob Considine*, our ninth president, directed our fortunes in 1947. The luncheons at Town Hall and the Annual Dinners at the Waldorf drew such speakers as General George C. Marshall, President Truman and many other heads of state, military men and plenipotentiaries. In this period, the *OPC Bulletin* was initiated as a four-page mimeographed sheet, the regional dinners were started, we got involved in two movies, and published our third Club anthology book.

The OPC awards, begun in 1940 with the first presentation at the World's Fair, also continued to flourish in prestige in the post-war years, and came to be regarded as among the highest honors in the profession.

Other projects, entered into during the 1949-1950 presidencies of *Frank Kelley* and *Louis P. Lochner*, were the Job Placement Service, Speakers Bureau and the Inter-American Committee. Book Night also became a popular event.

## A World Press Center

The idea of a World Press Center to house these burgeoning functions took form under *John Daly*, thirteenth president, when plans were laid for a building fund drive. The drive came to fruition in 1952 with the raising of more than \$100,000 in the administration of *William P. Gray*, who followed as chief officer. The sum paid for the OPC's first home of its own, the clubhouse at 35 East 39th Street. When more money was needed to refurbish the building, *Edward R. Murrow* and *Clare Boothe* during



WHERE IT ALL BEGAN: Early photograph shows the site of the OPC's birthplace.



Luce led in raising it. More than \$300,000 was raised in all, assuring the Correspondents Fund of financial stability and the Club of its new home. A vital factor was the ruling by the U.S. Internal Revenue allowing the fund as a charitable foundation so it could create the Memorial Press Center.

The new center, which honored correspondents who had fallen in duty around the world, brought the OPC into an even wider range of activities. In 1955, we sponsored a two-day assembly on News, Knowledge and Freedom in Americas. We also opened our doors to the public with art and photo exhibitions. Nikita Khrushchev made news in 1960 when he *didn't* come to speak at the OPC. He had accepted an invitation earlier but declined to come when he learned he would have to face the same searching floor questioning as any other speaker. Wayne Richardson, Cecil Brown, Thomas P. Whitney and John Wilhelm headed the Club in this particularly expansive period.

### \$600,000 Clubhouse

As membership reached 2,000 the townhouse on 39th Street overflowed, the OPC began to look around for more room. The opportunity came in 1959-1960, when Club representatives bargained for and acquired the Republican Club headquarters for a mere \$600,000. Our Fund even made a \$75,000 profit on the sale of the old building. This coup was transacted during the presidency of John Luter, who served for successive terms during the move to our 11-story residence behind Bryant Park. Air-conditioning of much of the space, toning up of the hotel and dining facilities — and of course, the bar — were among the \$300,000 plus modernizations made for the comfort of members.

In our handsome new center, under presidents Richard Johnston and Barrett McGurn, the OPC has continued as an upholder of journalism principles and an inspiration source to students of the profession. The tax-exempt OPC Foundation was chartered in 1961 to support these high aims. Under the aegis of the new fund come The Freedom of the Press Center, educational projects such as the annual College Editors Conference, fellowships in foreign correspondence and a publication and films program.

In the fight for press rights, the OPC intervened in behalf of reporters last year in Greece, Brazil, British Guiana, England and Formosa. Victor Riesel, chairman of the Freedom of the Press Committee, made an unprecedented tour of Central and South America, assuring OPC members and other newsmen of the Club's full support against censorship.

No activity could be more fitting to the memory of the 96 fallen in service during the quarter-century of the Club.

## 1963 AWARDS WINNERS

(Cont'd from page 1)

Best still photographic reporting from abroad: Henri Cartier-Bresson, *Life*, for Cuba coverage. Citation to Horst Faas, AP, for Viet Nam coverage.

Best motion picture photographic reporting from abroad: John Tiffin and Jean Reitberger, CBS, for "Ethiopia — the Lion and the Cross", narrated by Walter Cronkite. Citation to Chris Calley and Joseph Vadala, NBC, for "City and World", narrated by Chet Huntley.

Best magazine reporting of foreign affairs: Laura Bergquist, *Look*, for Cuba coverage. Citation to Jess Gorkin, *Parade*, for his "hot-line" contribution.

Best interpretation of foreign affairs, daily newspaper or wire service: Louis E. Rukeyser, *Baltimore Sun*, for his stories on Asia. Citation to Melvin K. Whiteleather, *Philadelphia Bulletin*, for his series on Europe.

Best radio interpretation of foreign affairs: Phil Clarke, Mutual Broadcasting, for his program, "The Big Lie." Citation to John Chancellor, NBC, for "The Presidents in Central America."

Best television interpretation of foreign affairs: Fred Freed, NBC, for "The Death of Stalin." Citation to CBS for "Ethiopia — the Lion and the Cross."

Best book on foreign affairs: Dan Kurzman, for "Subversion of the Innocents," published by Random House. Citation to Richard Tregaskis for "Viet Nam Diary," published by Holt, Rinehart & Winston.

The Ed Stout Award for the best article or report on Latin America: Laura Bergquist, *Look*, for "My 28 Days in Cuba." In addition to the award, she will receive \$500 from Vision, Inc.

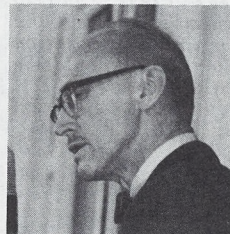
The E.W. Fairchild Award for the best business news reporting from abroad: Ray Vicker, *Wall Street Journal*, for his article on the Soviet chemical industry. Citation to Stewart Ramsey, *Business Week*, for his economic stories from behind the Iron Curtain. Vicker also will receive \$500 from Fairchild Publications.

The Robert Capa Award for superlative photography, still or motion picture: Larry Burrows, *Life*, for pictures from Viet Nam. Citation to CBS for "Death of a Regime."

The George Polk Memorial Award for the best reporting, any medium, requiring exceptional courage and enterprises abroad: Richard Tregaskis, for his book "Viet Nam Diary."



Bergquist



Tregaskis



Browne



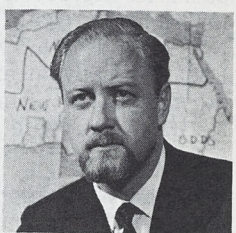
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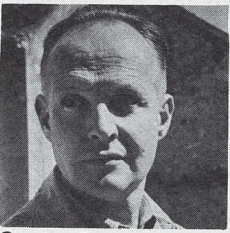
Kurzman



Freed



Clay



Cartier-Bresson



Burrows



Tiffin



Rukeyser



Clarke



Vicker





# THE OVERSEAS PRESS BULLETIN

The Overseas Press Bulletin is published weekly by the Overseas Press Club of America, Inc., for its members around the world. Requests for advertising information and all other communications should be addressed to Miss Sibby Christensen, The Overseas Press Bulletin, 54 W. 40th St., New York, N.Y. 10018. Tel.: LW 4-3500. Classified deadline: Mon. noon. Final deadline: Tues. noon.

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Lawrence F. Mihlon  
Managing Editor: Sibby Christensen  
Editor This Week: Leonard Traube

## World-Wide Ticker

(Cont'd from page 2)

Kurt Lachmann, U.S. News & World Report, semi-retires to Munich next summer; replacement's due from Washington . . . Trewhitt and Mike Kandel, NY Herald-Trib, were allowed to tour East Germany after Leipzig Fair — but other applicants, including John Mikton, McGraw-Hill, were turned down.

**ROME . . . . . from SAM STEINMAN**

**Robert Jackson**, Time-Life bureau chief, and Mrs. Jackson threw a cocktail party for George Hunt, Life m.e., and Mrs. Hunt, at windup of European tour, which included Russian visit. . . . **Gabriel DeSabatino**, Time, and Mrs. DeSabatino, preparing for first U.S. sabbatical in five years.

**George Ed Hill**, Rome Daily American's editor, is due back from U.S. visit, during which he accepted award for his paper. . . **Ken Giniger**, Hawthorn Books' prexy, had audience with Pope Paul VI during a visit here as part of flying trip, which included Milan and London . . . **Sam Waagenaar**, PIX, off on American trip in connection with his biog. of Mata Hari.

**Louis Marston**, Wisconsin State (Madison) Journal's society editor, here with touring group of 30 to open five-week Mid-East jaunt . . . **John Bainbridge**, New Yorker, and Mrs. Bainbridge, here with family on European jaunt to collect material for book about American expatriates . . . Hebrew prayer hat by Robin Levinson, Life, was blessed by Pope Paul before she sent it off to her author-father, Leonard Levinson.

**CARACAS . . . . . from E. A. BAUMAN**

OPC was host at luncheon for U.S. newsmen attending IV Seminar here, sponsored by North American Associ-

## A REPLY TO THE PRESIDENT'S COLUMN

We protest the column "From Our President" written by the House Operations Chairman, *John Wilhelm* (pinch-hitting for *Barrett McGurn*) in the March 28th issue of the "Bulletin."

Except for a supplement of photos, platforms, and "obits" of candidates, the "Bulletin" is supposed to carry no comment on issues in the OPC elections. On March 21st the "Bulletin's" one-shot election supplement published the authorized statements of all the candidates. Then, one week later — shortly before the mailing of official ballots to all voting members — Mr. Wilhelm in our opinion deplored certain of these statements. He used one-third of a "Bulletin" page under the heading "From Our President" for a detailed "refutation" of what in his judgment he described as "nonsense."

We do not propose here to argue the substance of his column. That to our mind would be committing the same mistake that he has committed.

We limit ourselves to regretting that, perhaps unwittingly, partisan issues have been injected into the "Bulletin." We express the hope that this will not reoccur. And we respectfully ask the membership to reach its judgments on the basis of positions put forth in the official "Bulletin" supplement and in any private communications to the members which candidates may choose to make.

*William L. Ryan, Hal Lehrman*

## Swing Dinner

(Cont'd from page 1)

Among them were: Columnist *Walter Lippmann*; Fred Friendly, CBS News head; Commentator *Quincy Howe*, ex-ABC and editor of Atlas; ABC's Howard K. Smith and Edward P. Morgan; Henry Loomis, director of VOA; John Gunther, who was MC for the event; Eric Sevareid, NBC; N.Y. Herald Tribune's *Joe Newman*, program chairman, and Club president *Barrett McGurn*.

Hearst's *Bob Considine* was also present as were Harry Hansen, Chicago Daily News; *Whit Burnett*, editor of Story; and *Ernestine Evans*.

Surprise of the evening was a tape-recording arranged by NBC and given as

ation, U.S. and local business firms, and Venezuelan government. Guests of honor included Interior Minister Dr. Manuel Mantilla, and U.S. Ambassador C. Allan Stewart (ex-San Fran. Chronicle and AP). President **J. Robert Whelan**, UPI, presided.

OPC v.p. **Art Diggle**, U.S. Embassy's labor news attache, leaves soon for new attache, leaves soon for new Washington post. Tom Martin, whose last post was in Bolivia, succeeds him . . . Penny Lernoux arrived to take up post as Copley News Service resident correspondent.

**Dick Massock**, AP, back in town after extended business trip . . . **Paul Finch** feted on promotion from correspondent to AP bureau chief here . . . William M. Placek, Forbes magazine's associate editor, and Ward Cannel, NEA Service, attended international financial meeting at Macuto Sheraton Hotel on Caribbean "below" Caracas.

Ed Leahy, Knight newspapers' Washington bureau chief, here for several days during brief swing around some South American countries.

birthday present to Swing, which brought statements praising the guest of honor from Secretary of State Dean Rusk ("His voice became the voice of America"); Rebecca West, Senators Jacob K. Javits, Hubert Humphrey, and Mike Mansfield; Lord Clement Attlee, NBC's *Merrill Mueller* and *Joseph Harsch* ("You were teacher and friend to a whole generation of journalists"); Carl Rowan, new director of USIA ("He is a man of conscience"); and several others.

Telegrams to Swing were read from NBC News Executive Vice President *William R. McAndrew*; fellow commentator *H. V. Kaltenborn* ("You have proved we oldsters are still in the running"); UAW chief *Walter Reuther*, *Edward R. Murrow*, *Adlai Stevenson* and others.

In another tape, a recent NBC Monitor feature, Frank McGee interviewed Swing and played excerpts from his pre-war broadcast wherein he described the Marian Anderson vs. DAR incident and frankly described, for an English audience, the race problem in the U.S.

Prevailing theme of all the word selections honoring Swing was in praise of his encouragement and stimulation to others and his courage and rationality in reporting and interpretation. Here are a few more quotes:

**Gunther**: Raymond Swing has "a show inflexible, quixotic, gritty independence of mind," and, he "fired more bosses than anyone in journalism."

**Loomis**: He is "the best damned lead horse in the business."

**Lippmann**: As a birthday present, description of what Ray Swing has been doing: "I will be true pilgrim at the plow . . . For poor men at stake."

**Friendly**: He was "the first professional in electronic journalism . . . benchmark for anyone who faces a microphone or a camera."

**Howe**: Ray Swing is "more than an artist — a catalyst, an inducer of change."



# PEOPLE & PLACES

By BETTY ETTER

**TRAVELING:** Mary Joe Connolly of King Features back from sabbatical in St. Croix, V.I. . . . **Charles E. Rotkin**, though he recently racked up five hours of student time in a helicopter, is off by car April 13 for a month's swing around the country for industrial clients; and heads for Europe in May for some Common Market stories. He accumulated the flying time while shooting cover and eight pages of pix on US Engineers for April Fortune.

**ARTICLES:** Alan Levy's "How to Fight City Hall" in April Redbook . . . Tom Marvel discusses "The Wines of Italy" in April Gentlemen's Quarterly. . . . Anglo Jewish papers across the US last weekend carried Joseph Stoppelman's study of three medieval Haggadahs and their illuminations.

**NEW POSTS:** Frank Elkins, former information chief of Uncle Sam's office

## Placement

International:

**A-143-Advertising Age seeks stringers in Central & South America, Africa, Italy, Switzerland, Benelux, Scandinavia, Soviet countries and some other areas.** Knowledge of adv. & ad agency bus. helpful; fluent Eng. writing facility essential. Quick replies needed. Write direct to Lawrence Bernard, Int'l Ed., Advertising Age, 630 Third Ave., New York, N.Y. 10017.

New York

**A-145-Ass't Dir. Public Inform. & Press Relations** wanted by well-known N.Y.C. financial organization. Solid public relations - promotional experience and/or news background preferably in corporate financial or industrial area required. Also ability in writing, editing, public speaking, and handling some administrative duties. Salary: \$15-17,000 plus bonus plan.

**S.A.-144-Wanted: Ass't to P.R. Dir. of large electronics co. in cent'l L.I. Duties:** Assist Dir. in preparing and placing material in suitable publications, setting up trade show exhibits & in general lightening Dir.'s work load. Salary: \$8,000-10,000.

**A-142-Leading business organization needs high level speech writer.** Resumes must show broad experience in writing speeches on national economy, business and labor, for top business execs. Salary: \$15-16,000.

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**A-146-Public relations executive for major company, under 45.** Solid exp. in Latin American affairs, competence in press relations and communications essential. Interested in individual with growth potential for broader responsibilities. Salary: \$15,000.

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of International Trade Fairs, now with William J. Donoghue Corp. doing p.r. for the World's Fair. Former NY Times writer was recently honorary judge for the World Sled-Dog championships at Laconia, N.H. . . . **Janet Laib**, special consultant to Crowell-Collier and advertising-p.r. director of Bolton's-Forman's dress chain, has been named p.r. consultant to the Rob Roy Company, manufacturers of sportswear for boys and girls.

**SPEECHES:** Stan Swinton, in a busy 24 hours in Milwaukee, spoke to a joint meeting of Sigma Delta Chi and Theta Sigma Phi, made two appearances on WTMJ-TV, a radio interview, and a Milwaukee Journal interview on AP's overseas operations . . . **Russell C. Tornabene**, manager of NBC News Operations, took part in a series of seminars March 23-24 at the Radio and Television Center, Syracuse U. . . . **Harold Burson**, prexy of Burson-Marsteller Associates, spoke to the Harvard Graduate School of Business on "International Public Relations" before leaving on a quick business trip to Brazil and Mexico. He was back at his desk April 1 . . . **Leon Dennen** and **Jess Gorkin** were recent speakers at the Seamen's Church Institute.

**IT'S A BOY:** Mr. and Mrs. Murray Fromson delightedly announce the arrival of a son, Derek Ross, on March 11 at Cedars of Lebanon Hospital, Los Angeles.

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## NEW MEMBERS ACTIVE

*Tosho Damyanoff* — Deputy Chief and Editor, Bulgarian Radio Dept., Free Europe Committee, New York, New York.

*Nathan Kingsley* — Associate Managing Editor, New York Herald Tribune, New York.

*Harold Loeb* — Free-lance, Weston Connecticut.

*Martin Z. Post* — Editor and Publisher, Environmental Quarterly, New York, New York.

*Billy J. Shaw* — News writer, American Forces Network, Germany.

*Ray Vicker* — European Editor, Wall Street Journal, London, England.

## ASSOCIATE

*James Gordon Atkins* — PR Director, Community Ser. Activities, AFL-CIO, New York; (F) WBRC-TV, WAPI, Birmingham Post-Herald.

*Marjorie A. Bassett* — Editor for Economics, International Encyclopedia of the Social Sciences, New York, New York.

*C. Carlton Brechler* — Manager of Divisional Relations, General Motors Corp., Detroit, Michigan; (F) United Press.

*Mary C. Feeley* — Consultant — Money Management, Associated Press & Union Dime Savings Bank, New York.

*Ruth Gelarie Fox* — Free-lance, New York.

*Kendall W. Goodwyn* — Managing Editor, Popular Science Monthly, New York.

*Edward L. Gruber* — Owner-Manager, Pictorial Feature Service, New York.

*Robert W. Gunderson* — Field Director & Editor, New York Institute for the Education of the Blind, New York.

*Alison Harwood* — Fashions-In-Living Editor, Vogue Magazine, New York.

*Karl Katz* — President, Universal Publishers Representatives, Inc., New York.

*Ross McKee* — Director of PR, Columbia Gas System Service Corp., New York; (F) New York Daily News.

*Lloyd N. Newman* — U.P.I. Account Supervisor-Netherlands Antilles Accounts, Director, Curacao, Howard Chase Associates, New York; (F) WFLN (New York), Philadelphia Daily News.

*Bernard Raskin* — Editor, NMU Pilot National Maritime Union of America, AFL-CIO, New York.

*Warren M. Robbins* — Director, Center for Cross-cultural Communication Washington D.C.; (F) Worcester (Mass.) Gazette, Transformation, Washington International Art Letter.

*Susan F. Roberts* — Public Information Consultant, Family Service Association of America, New York; (F) San Francisco Call Bulletin, New Orleans Item.

*J. Richard Shaner* — President-Senior Partner, Shaner-Grandelis Associates, New York; (F) Altoona (Pa.) Tribune.

*Joseph H. Spigelman* — Editor-in-Chief and Dir. of Research, Basic Economic Appraisals, Inc., New York; (F) Fortune.

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*Richard C. Unsin* — Reporter, Hudson Dispatch, Union City, New Jersey.

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*Janet Wagner* — Associate Editor, Parade Magazine, New York.

*Howard Watson* — Director of PR, Curtis Publishing Company, New York; (F) Boston Herald.

*Hannan Wexler* — Publicity Dir., Newsweek, New York; (F) NBC, N.Y. Sun.

*Sam Witchel* — Executive Vice-President Monroe B. Scharff, New York; (F) Tide Magazine.

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